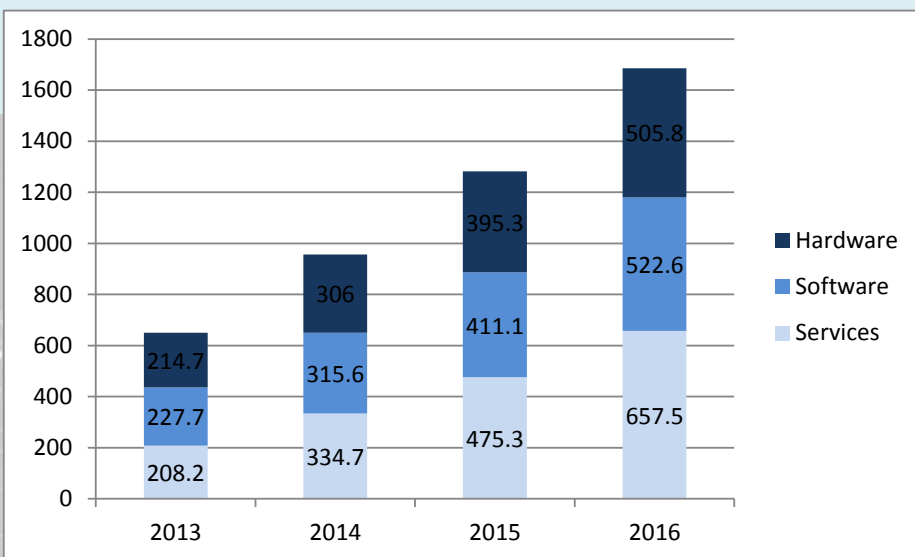


Industry 4.0 Market Opportunity – Big Data



The Majority of data **generated within industry** between today and 2020 will be produced by machines not by people. Doubling in size every year the demand for solutions that can translate data into information – from Big Data to Smart Data – is scorching. New production methods, work processes and the creation of new products and services are highly dependent on the developments within Big Data. The companies, organisations and countries that manage their data best are most likely to strengthen their competitive advantage.

Big data technology and applications may have its origins in North America, but Germany in particular – is catching up. The industrial heavy weights and numerous SME’s have understood that previously “silent” machines and processed need to talk, listen and understand. Thus Big Data stands as a hallmark of the merger between the production industry and ICT. Big Data is vital in Germany’s road to Industry 4.0.



The development of the German Big Data market in million Euros. Source: Experton Group

Backed by the government

The Governmental technology program “Smart Data – Innovationen aus Daten” distributes €55 million in grant funds. Additionally, the Federal Ministry of Education and Research is currently building two large big data centres of excellence in the German cities of Berlin and Dresden/Leipzig. Germany has already attracted high-profile investors such as IBM with its new global headquarters for Watson Internet of Things in Munich.

The driving sectors

Even though at present, big data technology in Germany is largely driven by the Internet, e-commerce, and advertising sectors the industry is expected to make use of new technologies and accelerate the growth in the coming years.

Big Data creates demand

The most important investment opportunities for suppliers are within hardware and infrastructure, bandwidth and related acceleration services, and, more particularly, database and analytics technologies. In short; technologies that generate, collect and store data and solutions that turn this data into meaning thus enabling visualization, optimization, predictive maintenance and creation of new products and services.

In Summary

Big Data has matured to be the main IT-management discipline that enables the transformation to become a data-driven company able to connect to customers and partners and able to adapt business processes and models in near real-time.